

Sep 81



TOOLS FOR THE MIDDLE MANAGER

*A comprehensive course that gives you practical
ways to get better results from your staff...and yourself!*



ACTION

TOOLS FOR THE MIDDLE MANAGER

**As a manager, it's up to
you to produce results.
And this course gives you
the skills you need in
9 key areas:**

A comprehensive 4-1/2 day course for middle to upper level managers in any field who seek new methods for achieving positive results on the job

IN NEW YORK October 5-9/AMA Headquarters/Meeting No. 2525LF-62 **Course Leader:** LANCE FREDERICKS, *Senior Partner, Effectiveness Development Center, Ozone Park, N.Y.* November 30-December 4/AMA Headquarters/Meeting No. 2525LF-71 **Course Leader:** J. THOMAS MILLER, III, *President, Leadership Seminars Associates, Duncan, S.C.*

IN ATLANTA October 5-9/AMA Management Center/Meeting No. 2525LF-63 **Course Leader:** J. THOMAS MILLER, III, *President, Leadership Seminars Associates, Duncan, S.C.* December 14-18/Colony Square Complex/Meeting No. 2525LF-76 **Course Leader:** DAVID GOOTNICK, *President, David Gootnick Associates, New York, N.Y.*

IN CLEVELAND October 5-9/Bond Court/Meeting No. 2525LF-66 **Course Leader:** DAVID GOOTNICK, *President, David Gootnick Associates, New York, N.Y.*

IN BLOOMINGTON (Minneapolis area) October 19-23/L'hotel de France/Meeting No. 2525LF-64 **Course Leader:** LANCE FREDERICKS, *Senior Partner, Effectiveness Development Center, Ozone Park, N.Y.* December 7-11/L'Hotel Sofitel/Meeting No. 2525LF-77 **Course Leader:** DAVID GOOTNICK, *President, David Gootnick Associates, New York, N.Y.*

IN NEWPORT BEACH, CA October 19-23/Sheraton Newport/Meeting No. 2525LF-65 **Course Leader:** JACKIE MASON, *Consultant to Business, New York, N.Y.*

IN CHICAGO November 2-6/AMA Management Center, (8655 West Higgins Road, Adjacent to Marriott Motor Hotel, O'Hare Airport)/Meeting No. 2525LF-68 **Course Leader:** ROBAL JOHNSON, *President, Graphco Reproduction Centers, Inc., Chicago, IL*

IN BOSTON November 9-13/Logan Airport Hilton/Meeting No. 2525LF-69 **Course Leader:** SIDNEY P. JOHNSON, *President, S. P. Johnson Associates, Old Greenwich, Conn.*

IN RICHMOND November 9-13/John Marshall Hotel/Meeting No. 2525LF-67 **Course Leader:** DR. GLENN S. PFAU, *Alexandria, Va.*

IN LOS ANGELES November 16-20/Sheraton Plaza/Meeting No. 2525LF-70 **Course Leader:** J. THOMAS MILLER, III, *President, Leadership Seminars Associates, Duncan, S.C.*

IN SAN FRANCISCO November 30-December 4/Miyako Hotel/Meeting No. 2525LF-72

IN DALLAS November 30-December 4/Dallas Hilton Inn/Meeting No. 2525LF-73 **Course Leader:** WILL LOREY, *President, Lorey Associates, Smithfield, Texas*

IN PHILADELPHIA December 7-11/Hilton Inn N.E./Meeting No. 2525LF-74 **Course Leader:** SIDNEY P. JOHNSON, *President, S. P. Johnson Associates, Old Greenwich, Conn.*

- 1** CAREER MANAGEMENT to put you and your staff members on growth paths within the organization
- 2** TIME MANAGEMENT to help you save hours every day
- 3** MOTIVATION & TEAMWORK to help you build a top notch operation
- 4** DELEGATION to encourage staff members to take on new challenges and responsibilities
- 5** COMMUNICATION to make others listen, respond and act on what you're saying
- 6** STANDARDS OF PERFORMANCE to give you realistic guidelines on what makes a superior performance
- 7** PERFORMANCE EVALUATION to help you pinpoint problems and identify areas for improvement
- 8** PROBLEM-SOLVING/DECISION-MAKING to find new approaches and alternatives to old problems
- 9** COACHING & COUNSELING to develop your staff on a continuous basis

You don't get blue-sky theory at this course. You come away with practical ideas on how to tighten up on staff performance, weed out waste motion, and stimulate employees to work harder and more effectively for company goals.

What's more, you get the benefit of guidance from course leaders with years of successful management experience.

No matter what field you are in, the current management methods you learn at this course will produce outstanding results for your company...and your career.

Reserve your place today for the session of your choice. And bring along a team to take advantage of the low team rates shown in the Registration Information.

For further information, contact Neil Milligan, Program Director at AMA Headquarters, New York City (212) 586-8100.

IN DENVER December 7-11/Executive Tower Inn/Meeting No. 2525LF-75 **Course Leader:** J. THOMAS MILLER, III, *President, Leadership Seminars Associates, Duncan, S.C.*

IN SAN ANTONIO December 14-18/La Mansion del Rio/Meeting No. 2525LF-78 **Course Leader:** WILL LOREY, *President, Lorey Associates, Smithfield, Texas*

Each 4½-day meeting starts Monday, 9:30 a.m., ends Friday, 12:00 noon

COURSE OUTLINE

CAREER MANAGEMENT...for you, for your staff

- Understanding your role as a manager...now and in the near future
- Planning and organizing your function within the organization...charting where career paths will lead...identifying the doors open to you
- Establishing a self-development program to improve your career opportunities
- How to meet your obligation to develop staff members

TIME MANAGEMENT...proven ways to dig yourself out of the time trap

- The cost of poor time management...how you cheat yourself, your company, and your staff
- How to evaluate the way you spend your time now
- Time Management tips to help you plan, schedule and organize your workload...do the job...and still save time
- How to allow for major time shifts in your plan of operation
- Encouraging your staff to take on more responsibility...to free more of your time for more important tasks

MOTIVATION & TEAMWORK...essential ingredients of a top notch operation

- How you can act as the catalyst in building a team that works on your goals
- Understanding the various reasons why people do good or poor work
- Capitalizing on whatever keeps the individuals on your team happy in their work

DELEGATION...ways to get things done right and on time

- How to overcome the difficulties of delegation
- Knowing what and what not to delegate
- Assigning a job to the right person, to make sure you'll get quality work on schedule

COMMUNICATION...how to get your message across to others loud, clear, and fast!

- Overcoming barriers to effective communication
- Using questioning and listening tactics to help formulate your ideas
- How to write clear, concise and interesting reports, letters and memos
- How to frame suggestions...explain directions...test your ability to be understood
- Making your written and oral communication efforts get results from top management, peers, and subordinates

STANDARDS OF PERFORMANCE...developing practical, realistic guidelines for the operation of your department

- The purpose, objectives, and types of performance standards

- What to look for when examining a sample standards of performance document
- MBO and the use of performance standards

MEASURING PERFORMANCE & EVALUATING RESULTS...how to pinpoint problems and identify areas for improvement

- Establishing performance rating plans
- Determining whether performance is working to achieve goals
- Conducting the performance interview...how to give positive direction for improvement
- A five-step program to measure performance accurately, and take specific action to make improvements

PROBLEM-SOLVING & DECISION-MAKING...taking a positive approach to make better decisions, and find new alternatives for solving problems

- Characteristics of effective problem-solving and decision-making
- Using a problem-solving model to help you find workable alternatives
- Tips to simplify the decision-making process
- How to spot potential crisis situations early...and do something about them before it's too late

COACHING & COUNSELING...techniques to help you continuously develop your staff

- Analyzing the interview process...to improve your own technique
- How to spot and develop managerial talent in others
- Techniques for handling employees' personal problems
- Working with semi-productive employees to achieve results

Stay ahead of competition with professional management skills! Send for your FREE copy of 17 KEY MANAGEMENT COURSES FROM AMA—a guide to selected programs most in demand by executives and managers. This permanent reference can open countless new doors to career achievement for you. It provides information on courses in areas vital to the professional manager. To get your FREE copy, just check the appropriate box on the registration card.

Government, Education and Health-Care Managers: Send for AMA's NEW catalog of seminar and training programs designed to meet the *special demands* of public sector management. Check the box on the registration form or call Marilyn Henry (212) 586-8100, ext. 184, for additional information.

Ask about In-House training! For details about related in-house versions of this program, contact AMA's In-House Development and Training Division in New York (212) 586-8100.

The American Management Associations accepts registrations irrespective of race, sex, color, and national or ethnic origin. This includes but is not limited to admissions, employment and educational services.

TOOLS FOR THE MIDDLE MANAGER

A comprehensive course that gives you practical ways to get better results from your staff...and yourself!

Registration Information

Important: Always give the complete meeting number and title—plus the **Priority Code** shown on or adjacent to the mailing label on this announcement. This will expedite your registration.

HOW TO REGISTER FAST

PHONE (212) 246-0800. (Direct Line to Registrar *Only*.) Other calls dial (212) 586-8100/TWX 710-581-6530/Complete and mail the **Registration Card**

Registration Fees

The full fee is payable in advance and includes the cost of meeting materials.

INDIVIDUAL FEES

Member Price—\$695; **Non-Member***—Add \$100

Send teams at reduced fees—During the meeting they'll compare notes and pool thinking on how the ideas and concepts presented relate to your company's specific problems. Back on the job, they'll be able to tackle these problems with a highly coordinated team approach. **The special fees for a company team of three managers attending the same session of a meeting are:**

TEAM FEES—per person

Member Price—\$495; **Non-Member***—Add \$200

Note: Other discounts are available for larger groups. For details please contact AMA's Registrar.

***Nonmembers: Difference between member and nonmember registration fee can be applied to AMA membership. Check box on card for full information.**

Check your confirmation notice Occasionally AMA must change the location of a meeting within a city after announcing it. Thus, we urge you to double check the Registration Confirmation Notice you receive to be sure of your exact meeting location. If you have any questions, contact AMA's Registrar in New York (212) 246-0800.

Note: You can register up to the time of the meeting. However, do not come to a meeting without confirmation. If it has not arrived before the meeting date, contact AMA's Registrar.

What to do when you must cancel your registration Confirmed registrations cancelled less than two weeks before the meeting are subject to a \$100 service charge. Registrants with confirmed applications who fail to attend are liable for the entire fee unless they contact AMA's Registrar prior to the meeting to cancel.

How to Receive Priority Treatment When You Book Hotel Space AMA does not arrange hotel accommodations. However, the following hotels will hold a block of rooms up to two weeks before your course starts. To make a reservation, contact the hotel directly. Be sure to act promptly—and mention AMA for preferred treatment.

In Atlanta: Colony Square Hotel (404) 892-6000 (Immediately adjacent to the AMA Management Center—Atlanta).

In Chicago: Marriott Motor Hotel (312) 693-4444 (Immediately adjacent to the AMA Management Center—Chicago, at O'Hare Airport.)

In New York: Sheraton Centre (at Seventh Avenue and 52nd St.) (212) 841-6447, and the New York Hilton (at Rockefeller Center) (212) 594-4138.

In Other Locations: Contact the hotel where your AMA courses will be held.

Tax Deduction for Educational Expenses Treasury regulation §1.162-5 permits an income tax deduction for educational expenses (registration fees and cost of travel, meals and lodging) undertaken to: (1) maintain or improve skills required in one's employment or other trade or business, or (2) meet express requirements of an employer or a law imposed as a condition to retention of employment, job status or rate of compensation.

MAKE YOUR HOTEL AND TRAVEL RESERVATIONS EARLY.

PLEASE DETACH HERE

Registration Card

American Management Associations
135 West 50th Street, New York, N.Y. 10020

Register Fast by Phone (212) 246-0800. For registering only, mention the **Priority Code** shown on or adjacent to the mailing label on this announcement. All other calls (212) 586-8100. **Important!** To expedite your registration, fill in the **Priority Code** shown on or adjacent to the mailing label on this announcement. ☐ ☐ ☐

Please register me for the indicated session of ACTION TOOLS FOR THE MIDDLE MANAGER

Meeting # _____ Dates _____ Location _____

NAME (Please print) _____ TITLE _____

COMPANY (Please use full name) _____ DIVISION _____

STREET _____

CITY/STATE/ZIP _____

TELEPHONE NO. (area code) _____ ☐ THIS CONFIRMS TELEPHONE REGISTRATION

Please list names and positions of team registrants on an additional sheet.

PAYMENT INSTRUCTIONS: The full fee is payable in advance. ☐ Payment enclosed.

- ☐ Bill my company.
- ☐ Please send AMA Membership Information.
- ☐ 17 Key Management Courses from AMA.

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Attention Mailroom Personnel: If undeliverable to addressee, this important dated announcement should go to your organization's Director of Human Resources (Personnel).